In the Claims:

Please cancel claim 1 without prejudice and add new claims 79-111 as follows:

1.-78. (Cancelled)

79. (New) An audience measurement system for collecting program identifying data associated with a program which is transmitted from a signal source and to which a receiver is tuned, the audience measurement system comprising:

a code reader to read an ancillary code associated with the program to which the receiver is tuned;

a channel detector to collect a channel identifier which is manually entered by a user of the receiver;

a timestamper to associate a time with the ancillary code and/or the channel identifier;

a memory to store the ancillary code and/or the channel identifier; and

a communication device to forward at least one of the time-stamped ancillary code and the time-stamped channel identifier to a remote processing site.

80. (New) An audience measurement system as defined in claim 79 further comprising a program identifier to identify the program to which the receiver is tuned from at least one of the ancillary code and the channel

identifier.

81.   (New) An audience measurement system as defined in claim 79 further comprising a people identifier to identify people in an audience of the receiver.

82.   (New) An audience measurement system as defined in claim 81 wherein the people identifier is arranged to passively identify individual people in the monitored audience.

83.   (New) An audience measurement system as defined in claim 81 wherein the people identifier comprises a personal people meter.

84.   (New) An audience measurement system as defined in claim 79 wherein the channel detector collects the channel identifier if the code reader does not read an ancillary code in the program tuned by the receiver.

85.   (New) An audience measurement system as defined in claim 79 wherein the channel detector comprises a sensor responsive to a remote control operated by the user of the receiver.

86.   (New) An audience measurement system as defined in claim 79 wherein the channel detector comprises a prompter to prompt manual entry of the channel identifier.

87.   (New) An audience measurement system as defined in claim 86 wherein the prompter provides onscreen prompts.

88.   (New) An audience measurement system as defined in claim 86 wherein the prompter comprises a transducer to provide prompts to a user.

89.   (New) An audience measurement system comprising:

a code reader to read an ancillary code broadcast with a program to which a receiver is tuned;

a channel detector to collect a channel identifier which is manually entered by a user of the receiver;

a timestamper to associate a time with the ancillary code and/or the channel identifier;

a memory to store the ancillary code and/or the channel identifier; and

a communication device to forward the ancillary code read by the code reader if the ancillary code is readable by the code reader and to forward the channel identifier collected by the channel detector only if the ancillary code is not readable by the code reader.

90.   (New) An audience measurement system comprising:

a code reader to read an ancillary code associated with a program to which a receiver is tuned;

a channel detector to collect a channel identifier which is manually entered by a user of the receiver; and

a transmitter to transmit at least one of the first and second program

identifying data to a remote site.

91.   (New) An audience measurement system as defined in claim 90 further comprising a people identifier to identify people in a monitored audience.

92.   (New) An audience measurement system as defined in claim 91 wherein the people identifier passively identifies people in the monitored audience.

93.   (New) An audience measurement system as defined in claim 91 wherein the people identifier comprises keys permitting manual entry of identification data.

94.   (New) An audience measurement system as defined in claim 91 wherein the transmitter is arranged to time stamp the channel identifier and information relating to any identified people in the monitored audience.

95.   (New) An audience measurement system as defined in claim 91 wherein the transmitter is arranged to time stamp the ancillary code and information relating to any identified people in the monitored audience.

96.   (New) An audience measurement system as defined in claim 90 wherein the channel detector comprises a sensor responsive to a remote

control.

97.   (New) An audience measurement system as defined in claim 90 wherein the channel detector comprises a prompter to prompt a user to manually enter the channel identifier.

98.   (New) An audience measurement system as defined in claim 97 wherein the prompter is arranged to provide on-screen prompts.

99.   (New) An audience measurement system as defined in claim 97 wherein the prompter comprises a transducer to provide prompts to a user.

100.   (New) An audience measurement system as defined in claim 99 wherein the transducer provides a visual display.

101.   (New) An audience measurement system as defined in claim 99 wherein the transducer provides an audio signal.

102.   (New) An audience measurement system as defined in claim 99 wherein the transducer provides a synthesized voice message from a speaker.

103.   (New) An audience measurement system as defined in claim 90 wherein the transmitter is arranged to time stamp the channel identifier.

104.   (New) An audience measurement system as defined in claim 90 wherein the transmitter is arranged to time stamp the ancillary code.

105.   (New) An audience measurement system as defined in claim 90 wherein the audience measurement system is a household audience measurement system.

106.   (New) An audience measurement system as defined in claim 90 wherein the audience measurement system is a portable audience measurement system.

107.   (New) An audience measurement system as defined in claim 90 wherein the channel detector comprises manually operable keys.

108.   (New) A method for collecting program identifying data associated with a program which is transmitted from a signal source and to which a receiver is tuned, the audience measurement system comprising:

reading an ancillary code associated with the program to which the receiver is tuned;

collecting a channel identifier which is manually entered by a user of the receiver;

associating a time with the ancillary code and/or the channel identifier;

storing the ancillary code and/or the channel identifier; and

forwarding at least one of the time-stamped ancillary code and the

time-stamped channel identifier to a remote processing site.

109.   (New) An audience measurement system for identifying a program which is transmitted from a signal source and to which a receiver is tuned, the audience measurement system comprising:

code reading means for reading an ancillary code of the program to which the receiver is tuned;

channel status determining means for identifying a channel to which the receiver is tuned; and,

identifying means for identifying the program from at least one of the ancillary code and the channel status.

110.   (New) An audience measurement system comprising:

code reading means for reading an ancillary code of a program to which a receiver is tuned;

channel determining means for determining a channel to which the receiver is tuned; and,

storing means for storing the ancillary code read by the code reading means if the ancillary code is readable by the code reading means and for storing an identifier of the channel determined by the channel determining means if the ancillary code is not readable by the code reading means.

111.   (New) An audience measurement system comprising:

code reading means for reading an ancillary code of a program to which a receiver is tuned;

channel determining means for determining a channel to which the

receiver is tuned; and,

communicating means for communicating the ancillary code read by

the code reading means to a remote site and for communicating an identifier of

the channel determined by the channel determining means to the remote site if

ancillary code is not readable by the code reading means.